



Media Information
23 October 2026

MINI TAKES THE STATES 2026 ROLLS INTO NEW YORK FOR A FALL ADVENTURE, AS SECOND OF THREE WEEKENDS KICKS OFF.”

- The 20th-anniversary rally travels from Buffalo to Syracuse and Lake Placid October 23–25, celebrating peak fall colors, scenic roads, and Halloween spirit in the Adirondacks.

Woodcliff Lake, NJ: MINI USA is bringing the spirit of adventure to the Empire State as MINI TAKES THE STATES (MTTS) 2026 kicks off its New York leg today, continuing the 20th-anniversary celebration of MINI’s iconic biennial road rally. From Buffalo to Syracuse and on to Lake Placid, MINI owners will take in spectacular fall scenery, winding roads, and the vibrant colors of autumn before finishing in the heart of New York’s legendary Adirondack region.

Taking place October 23–25, the three-day rally invites MINI drivers to experience New York at one of the most picturesque times of the year, with the season’s brilliant reds, oranges and golds setting the scene for an unforgettable weekend on the road. With Halloween just around the corner, participants are also encouraged to embrace the spooky season, adding a playful dash of Halloween spirit to the cross-state adventure.

“MINI TAKES THE STATES is all about bringing people together through a shared love of motoring, discovery and having fun along the way,” said Kate Alini, Head of Marketing, Product and Strategy, MINI USA. “As we celebrate 20 years of this incredible MINI community gathering, the New York rally leg offers a distinctly autumnal twist—with beautiful roads, breathtaking fall colors and plenty of opportunities for MINI owners to show off their Halloween spirit.”

From Buffalo to the Heart of the Adirondacks

The New York route will carry participants east from Buffalo through Syracuse before heading north toward Lake Placid, tracing the shores of Lake Ontario and taking in the spectacular scenery surrounding Niagara Falls and the Adirondack Mountains. The journey culminates in Lake Placid, where mountain landscapes and autumn colors provide a fitting backdrop for the weekend’s MINI community celebrations.

True to MINI’s signature *Rise & Rally* format, each day brings owners together for morning activities, music, and a spirited send-off before they hit the road. Evening gatherings offer opportunities to reconnect, share stories, and celebrate the MINI community, with the weekend’s YouTube Music Foundry Concert Series featuring **Smash Mouth**, following opening act **Momo Boyd**, on Saturday, October 24.

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20 Years of MINI Spirit, Remixed for 2026

First launched in 2006, MINI TAKES THE STATES has grown into one of the most celebrated recurring road rallies for MINI owners in the United States. For its 20th anniversary, MTTS 2026 introduces a fresh, “remixed” and more accessible format: three long-weekend rallies across three states, nine cities and three distinct regions, each combining curated driving routes, community gatherings, and live music.

Following the California kickoff earlier this month, the New York weekend continues the anniversary celebration before the rally heads south to Florida, November 13–15.

One More Weekend. Three More Cities

The MTTS adventure concludes later next month with one last rally in Florida. The final weekend starts in **Fort Myers**, heads across the state to **Miami**, and then turns south along the iconic Overseas Highway and Seven-Mile Bridge before finishing in **Key West**. The Florida route will showcase the Tamiami Trail and Florida coastline, with **Fitz and The Tantrums** headlining the November 14 concert in Key West following opener **8RO8**.

Together, the three weekends of the 2026 MTTS route span **California, New York, and Florida**, with stops in Monterey, Sonoma, Lake Tahoe, Buffalo, Syracuse, Lake Placid, Fort Myers, Miami, and Key West.

MINI Takes the States Rally for a cause.

MTTS 2026 also supports pet advocacy and welfare through **Best Friends Animal Society**, giving participants opportunities to support the organization’s mission to end animal homelessness at rally stops throughout the series.

MINI owners who want to join the adventure at upcoming stops can still register for the at [MINITAKESTHESTATES.com](https://minitakesthestates.com) where more information and the latest updates on MINI TAKES THE STATES 2026 are available.

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About MINI in the U.S.

MINI is an independent brand of the BMW Group. In the United States, MINI USA operates as a business unit of BMW of North America, LLC, located in Woodcliff Lake, New Jersey and includes the marketing and sales organizations for the MINI brand. The authorized MINI USA dealer organization is represented by a network of 104 MINI full passenger car sales and service dealers located throughout the U.S. MINI USA began selling vehicles in the U.S. in 2002 with the introduction of the MINI Cooper and MINI Cooper S Hardtops. Since then, the MINI Brand in the U.S. has grown to encompass a model range of five unique vehicles.

Journalist note: Media information about MINI and its products is available to journalists online at www.press.bmwgroup.com/usa.

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